

WINN-DIXIE STORES | 8928 PROMINENCE PARKWAY, BUILDING 200 | JACKSONVILLE, FL 32256 | 904-783-5000

### **Winn-Dixie to open Next Generation Store in South Tampa**

*Creating 130 new jobs for the Community*

- The South Tampa location is only the second Winn-Dixie next generation, concept store including over 2,500 new items.
- The store features more than 2,500 new items, including prepared meals from the Kitchen and Kosher items throughout the meat, dairy, bakery, wine and frozen departments.
- Winn-Dixie will host a Picnic in the Park, and will transform the store area on Friday night into an event open to the public. The first 100 customers to attend will receive a Winn-Dixie meal in a picnic basket to celebrate the event.
- More than 150 items are sourced from the Tampa Bay community, and 14 Central Florida companies helped with the renovation.
- Winn-Dixie's investment in the South Tampa store is a commitment to the community, customers and associates and a continuation of a 67-year history in Tampa Bay.

**TAMPA, Fla. (Oct. 21, 2016)** – Southeastern Grocers – parent company to BI-LO, Harveys and Winn-Dixie – is opening a local evolution of the flagship Winn-Dixie concept debuted in Jacksonville earlier this year. Only the second of its kind, Winn-Dixie at Hyde Park has been tailored specifically to the South Tampa community with a focus on stunning quality food, serving with personality and great value. This store is a continuation of an extensive store remodel program for 2016.

**Ian McLeod, President and CEO of Southeastern Grocers** said, "Every part of this store was designed with the Hyde Park customer in mind. Winn-Dixie at Hyde Park provides a contemporary, friendly and exciting in-store environment complete with quality products and offerings that the local community told us they'd want in a grocery store."

Trained & qualified associates are available to help customers and their families easily find healthy options and prepared meal solutions in response to customers' requests for an easier, more convenient shopping experience.

A Health and Wellness specialist will be on-hand to assist with product recommendations of the nearly 3,000 natural and organic products in the brand new health food store-within-a-store called *Naturally Better*.

Customers looking for more prepared meal solutions will find a variety of selections at *The Kitchen*. Complete with an in-house, stone-hearth pizza oven and smokehouse, customers can choose menu items ranging from signature pizzas to 10-12 hour slow cooked brisket and pulled pork seasoned with signature Hickory Sweet Rubs.

The cheese steward and wine steward are available to discuss new products and pairings with the family chef and all associates have been trained on proper handling of Kosher products.

Those in need of a coffee break while shopping can visit the *Café*. With a trained barista on the team, customers can order a cup of "Joe," frappe, cappuccino, smoothie or milkshake and either sit and enjoy it at the café-style seating with free WiFi or conveniently place it in their shopping cart's cup holder – to sip their way down the aisles. Fresh, hot mini-donuts made in-store and locally made Kahwa Coffee will also be available for purchase.

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Other store features include:

- **Produce** department will feature stunning quality produce packed on ice daily, to maintain freshness as well as cold, pressed juices from Bolthouse Farms.
- **Deli** with more than 400 local and international artisanal cheeses and a trained Cheese Steward on-hand with recommendations and pairing. Customers will also find easy meal solutions in the form of noodle and fajita bowls from Tampa-based [Eat Fresco](#), an assortment of Greek foods from the popular Tampa restaurant, [The Hungry Greek](#), and a variety of salsa from a local company, Sunset Salsa.
- **Sub Station** serving delicious and convenient on-the-go subs like the Rotisserie Turkey Melt, Caprese, Italian and Tampa's unique favorite, a pressed Cuban.
- **Butcher** to feature fresh, local meats, including Florida Frank's grass fed, natural beef and organic chicken, USDA Choice Prime beef, dry aged beef and premium Wagyu cuts. The butcher will make fresh cuts of meat by request.
- **Bakery department** includes an assortment of delicious [Mike's Pies](#) made right here in Tampa and homemade cupcakes as well as an assortment of Kosher breads and pastries and a new gourmet cake program.
- A **full-service seafood department**, offering shoppers a variety of seafood assortments including 4-Star BAP certified sustainable salmon and seafood-stuffed tilapia fillets. Customers can select their own live lobster from the lobster tank or select a convenient "Seafood Made Easy" meal to cut down on cooking time at home.
- **Expanded Kosher selection** with 24 feet of kosher grocery items as well as fresh and frozen kosher offerings throughout the meat, dairy, bakery, wine and frozen departments.
- A wide assortment of **locally made grocery items** can be found throughout the store from partnerships with local Tampa Bay vendors.
- Remodeled **Beer, Wine & Spirits shop** with a great variety of spirits from around the world, as well as a cigar humidor.
- Child-friendly shopping, with miniature shopping carts, engagement and entertainment throughout the store for our mini-shoppers while your family shops!
- Experienced team with over 500 combined years of service

**Winn-Dixie at Hyde Park launched Thursday, October 20 by:**  
Southeastern Grocers President and CEO Ian McLeod  
**2100 W. Swann Ave.**

## **Events**

**Friday (4:30 p.m. – 8:30 p.m.):** Customers are invited to a "Picnic in the Park" where they can listen to a live jazz band in a park-like environment in the store's parking lot while enjoying samples of Winn-Dixie at Hyde Park's new offerings, including specialty pizza, slow smoked brisket, red quinoa salad, delicious Anco cheese, fresh hot mini-donuts and locally made Kahwa coffee with an award-winning French Vanilla ice cream for desert. The first 100 customers will receive a picnic basket of delicious Winn-Dixie products.

The new Winn-Dixie at Hyde Park, located at 2100 W. Swann Ave., will be open seven days a week from 7 a.m. – 10 p.m. as South Tampa's one-stop-shop for fresh, quality ingredients and easy, convenient meal solutions.

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**About Winn-Dixie**

Winn-Dixie Stores, Inc. is a subsidiary of Southeastern Grocers, which is the second-largest supermarket chain in the Southeast based on store count. Founded in 1925, Winn-Dixie employs more than 40,000 associates who serve customers in more than 500 grocery stores, 145 liquor stores and 385 in-store pharmacies throughout the five southeastern states of Alabama, Florida, Georgia, Louisiana and Mississippi. For more information, please visit [www.winndixie.com](http://www.winndixie.com) and [www.segrocers.com](http://www.segrocers.com).

**For SEG interviews or images, contact:**

Meredith Holland  
904-234-3293 (cell)  
[MeredithHolland@segrocers.com](mailto:MeredithHolland@segrocers.com)

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